



**ARDMORE**  
**TOURISM AUTHORITY**  
**AGENDA**  
**REGULAR MEETING**  
**ARDMORE TOURISM AUTHORITY**  
**THURSDAY, JULY 27, 2017**  
**ARDMORE CONVENTION CENTER**  
**8:00 AM**

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| 1.  | CALL TO ORDER  | Kevin Butler                  |
| 2.  | CONFIRMATION OF COMPLIANCE WITH OPEN MEETINGS ACT  | Kevin Butler                  |
| 3.  | CONSIDERATION AND POSSIBLE ACTION TO APPROVE MINUTES OF MEETING ON JUNE 22, 2017.                                | Kevin Butler                  |
| 4.  | CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE OF TREASURER'S REPORT   | Judi Elmore                   |
| 5.  | CONSIDERATION AND POSSIBLE ACTION TO APPROVE THE ARDMORE TOURISM AUTHORITY MARKETING PLAN FOR FY 2017-2018       | Mita Bates                    |
| 6.  | CONSIDERATION AND POSSIBLE ACTION TO APPROVE THE ARDMORE TOURISM AUTHORITY FY 2017-2018 BUDGET                   | Judi Elmore                   |
| 7.  | CONSIDERATION AND POSSIBLE ACTION TO APPROVE TYLER YOUNG AS VICE-PRESIDENT OF OPERATIONS AND ASSISTANT SECRETARY | Kevin Butler                  |
| 8.  | CONSIDERATION AND POSSIBLE ACTION TO APPROVE INCENTIVE REQUESTS<br>New Incentive Requests                        | Mita Bates                    |
| 9.  | UPDATES:<br>Marketing Activities<br>Hardy Murphy<br>Ardmore Main Street<br>Create Ardmore                        | Mita Bates/<br>Tyler Young    |
| 10. | CONVENTION CENTER REPORT<br>Convention Center Update   | Tyler Young/<br>Barbara Selby |
| 11. | ADJOURNMENT  | Kevin Butler                  |

Agenda posted  
Ardmore Convention Center, Ardmore City Hall, website

July 25, 2017 11:30 am

ARDMORE TOURISM AUTHORITY  
BOARD OF TRUSTEES  
REGULAR MEETING MINUTES

June 22, 2017  
Ardmore Convention Center  
8:00 a.m.

TRUSTEES PRESENT: Kevin Butler, James Thompson, Danielle Brown, Jeff DiMiceli, Judi Elmore, Brent Harness, Kori Littleton, Jeff Storms, Julie Brady, Samantha Crook  
ABSENT: Mitesh Patel, Ken Campbell  
STAFF: Mita Bates, Tyler Young, Barbara Selby  
GUEST: Jill Luker

Item 1: Call to Order: Chair Kevin Butler called the meeting to order at 8:02 am.

Item 2: Confirmation of Compliance with the Open Meetings Act:

- Mita Bates, informed the Chair that the agenda of the meeting was posted in prominent public view of both the principal office of the Authority and the place of meeting. She also certified that it had been posted at least 48 hours prior to the meeting.

Item 3: Consider and Take Possible Action to Approve the Minutes of the April 27, 2017 Regular Meeting:

- Samantha Crook moved to approve the minutes of the April 27, 2017 meeting, Jeff Storms seconded; the motion passed unanimously.

Item 4: Consider and Take Possible Action for Acceptance of Treasurer's Report:

- Judi Elmore presented the April 2017 Treasurer's Report. James Thompson moved to approve the April 2017 Treasurer's Report as presented, Julie Brady seconded; the motion passed unanimously.
- Judi Elmore presented the May 2017 Treasurer's Report. Jeff Storms moved to approve the May 2017 Treasurer's Report as presented, Kori Littleton seconded; the motion passed unanimously.

Item 5: Consider and Take Possible Action to Accept the FY 2016 Audit:

- Jill Luker of Rahhal Henderson Johnson PLLC presented the FY 2016 Audit. Judi Elmore moved to accept the FY 2016 Audit as presented, Jeff DiMiceli seconded; the motion passed unanimously.

Item 6: Consider and Take Possible Action to Accept or Reject Bids for Wayfind Signs:

- Judi Elmore moved to accept the bid from Ace Signs in the amount of \$109,042.88, Samantha Crook seconded; the motion passed unanimously.

Item 7: Consider and Take Possible Action to Approve Incentive Requests:

- Barry Burke Roping Roundup: Brent Harness moved to approve a \$1,500 incentive for the Barry Burke Roping Roundup, James Thompson seconded; the motion passed unanimously.

Item 8: Marketing Update:

- Tyler Young spoke to the board about the Air Race Classic currently taking place at the Downtown Executive Airport. All the pilots were very pleased with the welcome, gifts, and care the Ardmore stop provided. He then noted the upcoming annual conference for the Oklahoma Society of Association Executives in Enid, as well as the Oklahoma Chiefs of Police conference at the Ardmore Convention Center. Tyler also updated the board that work had begun on securing advertising and marketing opportunities for FY 2018.

Item 9: Convention Center Report

- Barbara Selby reported the events that had been held at the Convention Center in May.

Item 10: There being no further business, Brent Harness moved to adjourn, Brent Julie Brady seconded; the motion passed unanimously. The meeting adjourned at 8:48 am.

Respectfully submitted,

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Mita Bates, Secretary